

WickED (Waste In Campaspe - Know, Educate, Do)
Waste and Environment
Behaviour Change Program
2019-2024



Executive Summary

The Waste and Environment Behaviour Change Program (WEBBCP) was first developed in 2013 as part of a commitment Campaspe Shire Council made to provide a program to effect behaviour change in reducing waste and improving environmental management within council and the community.

The Waste and Environment Behaviour Change Program is known to the community as WickED (Waste In Campaspe – Know, Educate, Do). The WickED branding is used to associate the education program with the wider community.

The WickED Program provides a coordinated and community-based approach to waste and resource recovery education across the shire.

It exists to inform, engage, support and empower the Campaspe community to take practical action to reduce waste, minimise its environmental impact and maximise its value. It provides a platform to educate the community on the importance of their individual and collective impact on the environment and its natural resources.

The WickED Program is guided by relevant pieces of legislation and strategic frameworks for waste education. It is underpinned by two key principles: the circular economy and the waste hierarchy.

The strategic objectives of the WickED Program 2019-2024 are:



1. Prevention of generating waste



5. Increased recovery of resources from the waste stream (non-comingled)



2. Avoidance of creating food waste



6. Reduced contamination of recyclable and organic material



3. Increased diversion of comingled recyclable material from the waste stream



7. Reduced litter on council owned and managed land



4. Increased diversion of organic material from the waste stream



8. Reduced illegal dumping on council owned and managed land or where community benefits can be demonstrated

Themes are identified as priority areas for the WickED Program due to their relevance and level of importance to waste education and behaviour change in the current climate. Specifically, the themes include: waste avoidance; recycling and resource recovery; food and garden organic waste; single-use plastic and plastic pollution; litter; illegal dumping; reuse, repair and the sharing economy; Waste Wise Events; e-waste; textiles; product stewardship; and hazardous waste.

Actions specified in the WickED annual Action Plans are designed to meet the program's strategic objectives, as well as incorporating the above themes.

The overall purpose of the WickED Program is to foster a sustainable and engaged community that is aware of the environmental impact of their consumption and waste management behaviours, and are empowered to change those behaviours to achieve better environmental outcomes. Ultimately, target audiences will have an increased understanding of waste and environment issues affecting the Shire of Campaspe as well as globally, and have the necessary knowledge, motivation and capacity to create long term behaviour change.



The following documents have been created to support the implementation of Campaspe Shire Council's WickED Program:

- **Annual Action Plan:** for information on activities and timelines. Action plans are to be created and implemented annually
- **Communication Plan:** for information on program communication and education activities
- **Community Engagement Plan:** for information on engaging with stakeholders and target audiences, as well as behaviour change modelling based on a Community Based Social Marketing (CBSM) approach
- **Risk Assessment:** for information on program risks and associated controls
- **Evaluation Plan:** to measure the success in achieving the strategic objectives and to ensure the program outcomes are being met



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1. Introduction

Our growing economy and increasing demand for energy and resources has brought prosperity and wellbeing to many Australians. However, it has also resulted in more waste being produced than ever before. According to Clean Up Australia, Australians are the second highest producers of waste, per person, in the world with each of us sending over 690 kilograms of waste to landfill each year¹. This is compounded by rapid population growth and a growing trend towards increased consumption practices, which in turn, creates a higher demand on the environment.

¹ Clean Up Australia 2019



690 kgs
of waste to landfill
each year (per person)



A shift in the types of products we consume, such as moving away from reusable items toward ones that are disposable, has also had a significant impact on the waste and resource recovery system, as well as the natural environment.

Victorians generated almost thirteen million tonnes of waste in 2016-17. We recovered almost nine million tonnes, achieving a recovery rate of 67 per cent. The remaining four million tonnes highlights that we need to reduce our reliance on landfills in the long term². In addition, the region's waste needs are growing and becoming more complex. Based on current trends, it is estimated that the Goulburn Valley region will create over 700,000 tonnes of waste a year by 2045, which is an increase of around 35 per cent³.

The Victorian Waste Education Strategy⁴ states that Victorians are strongly supportive of waste management initiatives such as kerbside recycling, green waste collection and litter programs. Nevertheless, the state government, local governments and the waste and resource recovery industry face many challenges. These include planning for infrastructure over the long term, minimising waste generation rates, increasing recycling, reducing contamination, and addressing gaps identified in waste and resource recovery education targeted at businesses.

The aim of waste and resource recovery education is to increase awareness of the environmental and economic impacts of waste in order to create positive behaviour change. "Education plays an essential role in engaging with the community on waste avoidance and appropriate disposal of waste and recycling, which directly impacts on the success and efficiency of waste infrastructure."⁵

Waste education can also be used to increase the community's perception of waste management as an essential service. It plays a role in minimising impacts to the environment, community amenity and public health.

This program initiates council's journey towards the ultimate goal of zero waste.

² Victorian Recycling Industry Annual Report, Sustainability Victoria 2016-2017

³ Waste Data Portal, Sustainability Victoria 2019

⁴ Victorian Waste Education Strategy, Sustainability Victoria 2016

⁵ *ibid*

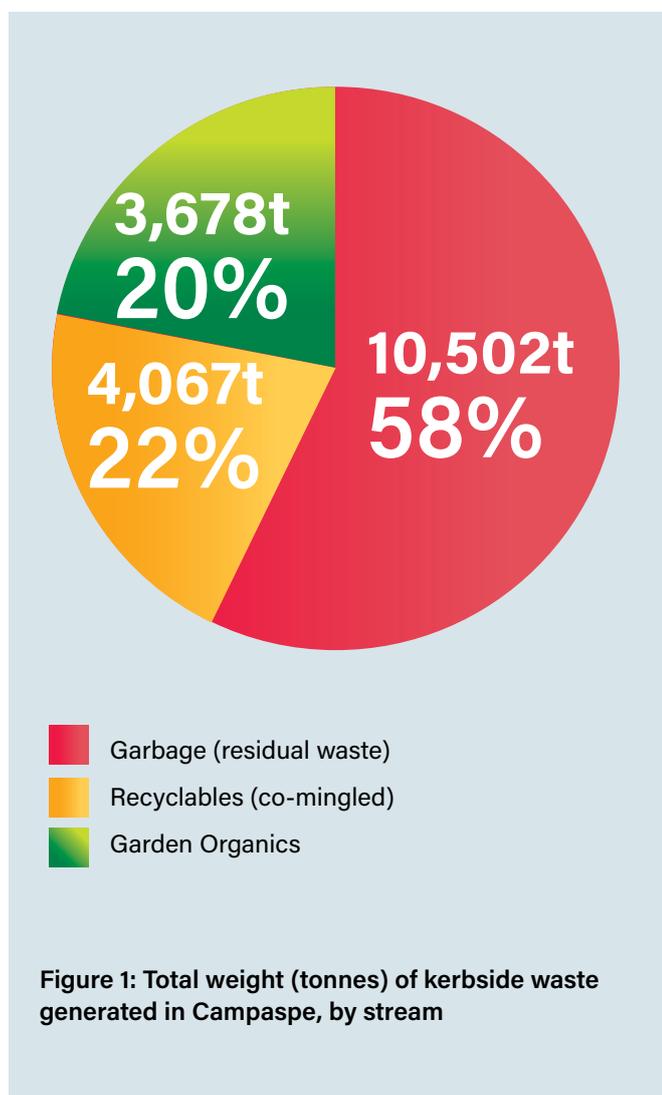
2. Background

2.1 Community Profile



2.2 The Current State of Waste and Resource Recovery in Campaspe

For every Campaspe resident, 485kg of waste is generated every year. More than half (57 per cent) of that material, equivalent to 279kg per person, is sent to landfill and 206kg (42 per cent) is recovered or recycled⁶.



These figures are made up from municipal kerbside and transfer station weight data. It does not include the waste generated by the commercial and industrial (C & I) or construction and demolition (C & D) sectors, nor the waste and resources collected in public bins.

In the five years of the previous Waste and Environment Behaviour Change Program (WEBCP 2013-2018), the diversion of recyclable and organic material from the waste stream increased from 38.1 per cent to 41.3 per cent, a total increase of 3.2 per cent. With the introduction of a food waste collection service via the existing garden waste (green) bin in July 2019, the amount of organic material recovered is expected to significantly increase. As such, the amount of food waste that is sent to landfill is set to reduce considerably.

In saying this, Sustainability Victoria projections⁷ for the Goulburn Valley region show a steady increase in the quantities of waste that is both landfilled and recovered over the next 20 years. This means total waste generation is set to grow, which is also consistent with the state projections.

⁶ Campaspe Shire Council Waste and Environment Behaviour Change Program Evaluation Report 2019

⁷ Waste Data Portal, Sustainability Victoria 2019

Council does not directly engage with the commercial and industrial (C&I) or construction and demolition (C&D) sectors with regards to the management or disposal of waste. Therefore, local data for the volumes of these two waste streams does not exist. This is largely because council's transfer stations only accept residential volumes of waste and the C&I and C&D sectors are more likely to engage a private contractor to manage and dispose of their waste. However, modelling data does exist for the Goulburn Valley region. Table 1 below details the amount of waste generated, and how much of that was landfilled or recovered for each of the three sectors.

Table 1: Sector breakdown of material generated in the Goulburn Valley region, tonnes, 2016-2017

	Generated	Recovered	Landfilled	Recovery rate
Municipal	124,496	40,232	84,264	32%
C&I	264,146	98,269	67,608	59%
C&D	185,575	140,502	45,073	76%

Despite the Municipal Solid Waste (MSW) sector only contributing towards 22 per cent of the total waste generated in the region, it has the poorest recovery rate (at least half that of the other two sectors). Furthermore, this is the sector in which council has the greatest influence and responsibility. Industries are listed as a target audience of the WEBCP, and so council will, where appropriate, partner with industry when it's mutually beneficial.

Infrastructure and services within the shire (April 2019)

Facility	Number	Site / details
Landfills (operating)	1	Patho landfill (Veolia owned and operated)
Transfer stations	8	Echuca Environment Centre Mt Scobie (Kyabram) Environment Centre Rochester Transfer Station Colbinabbin Transfer Station Toolleen Transfer Station Gunbower Transfer Station Lockington Transfer Station Rushworth Transfer Station
Materials recovery facilities	1	Echuca (Veolia owned and operated)
Commercial organics processors	1	Stanhope (Biomix owned and operated)
Kerbside services		General waste Co-mingled recycling Garden organics
		17,687 weekly collections 17,850 fortnightly collections 6,383 fortnightly collections

In order to discover the composition of each of the kerbside waste streams, council conducted bin audits on general waste bins in 2015 and recycle bins and garden organics bins in 2018. The below figures illustrate the waste categories and contamination levels in each bin. Figure 1 below shows that 71 per cent of the general waste bin's contents (by weight) could have been recovered. Figure 2 shows that 14 per cent of the recycle bin's contents (by weight) contained items that should not have been placed in there (contamination). Figure 3 shows that 0.22 per cent of the garden organics bin's contents (by weight) contained contamination.

It is anticipated that with the introduction of the Food and Garden Waste service, the compositions for each waste stream will significantly alter, with more food waste being diverted from the general waste bin to the food and garden waste bin. However, the current profiles do provide valuable data for informing the program and identifying key messages in order to achieve the best diversion rates.



The Average Campaspe Waste Bin

- 18% Garden Organics
- 37% Food Organics
- 16% Recyclables
- 29% Disposal and Other Landfill Waste



Figure 1: The average waste bin in 2015 (by weight)

The Average Campaspe Recycle Bin

Figure 2: The average recycle bin in 2018 (by weight)

41% Paper & Cardboard

9% Plastics

1% Food Organics

10% Rubbish

32% Glass

4% Steel and Aluminium

1% Garden Organics

1% Hazardous



The Average Campaspe Garden Organics Bin

99.78% Garden Organics

0.22% Contamination



Figure 3: The average garden organics bin in 2019 (by weight)

3. The Waste and Environment Behaviour Change Program (WickED)



The Waste and Environment Behaviour Change Program (WEBCP) was first developed in 2013 as part of a commitment Campaspe Shire Council made to provide a program to effect behaviour change in reducing waste and improving environmental management within council and the community. Council acknowledges that waste and resource recovery infrastructure and services provided within the Shire of Campaspe are of a high standard. As such, education related to how the community can use these services would yield the greatest benefits.

Effective education is a powerful tool for achieving long term behaviour change. It provides opportunities to shift attitudes and increase understanding. The previous WEBCP (2013-2018) described measurable actions to be undertaken by Campaspe Shire Council over a five-year period. The key aim of the program was to achieve behaviour change through engagement with select target audiences to meet the program goals: waste reduction, litter prevention, resource conservation and regulation. The ultimate goal of the program was to work towards creating a sustainable and engaged community that is aware of the social, economic and environmental benefits of changing their waste and environmental management habits.

Guiding Principle 3 in Campaspe's Resource Recovery and Waste Management Strategy 2018-2023 states that: council is committed to education through the Waste and Environment Behaviour Change Program. Council's Environment Strategy 2018-2022 also recognises the significance of engagement through the WEBCP, as documented in the policy rationale.

The Waste and Environment Behaviour Change Program is known to the community as WickED (Waste In Campaspe – Know, Educate, Do). The WickED branding is used to associate the education program with the wider community.

The WickED Program provides a coordinated and community-based approach to waste and resource recovery education across the shire. It exists to inform, engage, support and empower the Campaspe community to take practical action to reduce waste, minimise its environmental impact and maximise its value. It provides a platform to educate the community about the importance of their individual and collective impact on the environment and its natural resources.

Purpose:

the purpose of the WickED Program is to foster a sustainable and engaged community that is aware of the environmental impact of their consumption and waste management behaviours, and empowered to change those behaviours to achieve better environmental outcomes.

Success statement:

target audiences have an increased understanding of waste and environment issues affecting the Shire of Campaspe as well as globally, and have the necessary knowledge, motivation and capacity to create long term behaviour change.

The previous WickED Program (2013-2018) encompassed a broad range of environmental sustainability outcomes, as described in Section 3.1 below. The overall objective of the current education program focuses on achieving waste and resource recovery related outcomes in council's area of responsibility, rather than environmental sustainability in general. The narrowing of the scope of the WickED Program aligns with the broadening of the scope of council's Environment Strategy 2018-2022, which now includes outcomes related to energy, water and emissions reductions, as well as protection of the natural environment.

3.1 Evaluation of the Previous WickED Program

The key aim of the WickED 2013-2018 Program was to achieve behaviour change through engagement with select target audiences to meet the program goals: waste reduction, litter prevention, resource conservation and regulation. The target audiences included community, businesses, industry, schools, tourists, council staff and contractors, and councillors. The WickED 2013-2018 Program was evaluated upon its conclusion and the Waste and Environment Behaviour Change Program Evaluation Report was released in March 2019.

The WickED Program was guided by a detailed five-year Action Plan. The Action Plan included specific actions and Key Performance Indicators (KPIs) for each target audience and for each of the 15 program objectives.



As displayed in the table below, seven strategic objectives were achieved, one strategic objective was not achieved, and seven strategic objectives were not measured. The strategic objectives that were not achieved or not measured was due to insufficient resources and lack of measures available within the five-year period that the program was running.

#	Objective	Outcome
1	Increased diversion of recyclable and organic material from the waste stream	Achieved
2	Increased diversion of organic material from the waste stream	Achieved
3	Increased recovery of resources from the waste stream	Achieved
4	Increased separation of waste, recyclable and organic material before it enters the waste stream	Achieved
5	Avoidance of creating waste	Achieved
6	Avoidance of creating food waste	Not achieved
7	Reduction in litter on council owned and managed land	Not measured
8	Reduction in illegal dumping instances on council owned and managed land	Not measured
9	Increased stormwater quality	Not measured
10	Increased protection and enhancement of biodiversity	Achieved
11	Increased water savings	Not measured
12	Increased energy savings	Not measured
13	Reduction in greenhouse gas emissions	Not measured
14	Increased compliance with planning scheme requirements for native vegetation removal	Not measured
15	Increased awareness of obligations towards pests and weeds on roadsides	Achieved

An annual WickED survey allowed for the program to be evaluated and for data to be compared, year on year. Feedback on the program was also obtained from key stakeholders.

In general, the evaluation process confirmed that the target audiences have an increased understanding of waste and environment issues affecting the Shire of Campaspe as well as globally, and that they positively changed their behaviour.

4. Legislative and Strategic Framework for Waste Education

The legislative and strategic framework informing the WickED Program includes the following acts, strategies and policies:



The following section sets out how the WickED Program aligns with, and is guided by, some of the more primary strategic drivers that occur at local, regional and state scales. The objectives of the Goulburn Valley Waste and Resource Recovery Regional Education Strategy, the Victorian Waste Education Strategy and the WickED Program align, and are displayed, in Table 5 on page 29.

4.1 Victorian Waste Education Strategy 2016

The intent of the Victorian Waste Education Strategy is to provide a state-wide approach to waste and resource recovery education. This approach aims to support best practice programs that ensure households, businesses, industry, government, the education sector and the community:

- Are well informed and are taking practical action to reduce waste, minimise its environmental impact, and maximise its value
- Understand the importance of effective waste management and resource recovery.

The state government recognises local governments and regional waste and resource recovery groups as partners in delivering waste education. The strategic objectives of the WickED Program have been designed to align with those of the Victorian Waste Education Strategy.

4.2 Recycling Industry Strategic Plan 2018-2020

In 2018, the Victorian Government released its Recycling Industry Strategic Plan, setting out a coordinated approach to address challenges in the industry resulting from China's National Sword Policy. These setbacks include depressed pricing induced by China's diminished demand for sorted material and the restricted access to Chinese markets due to new contamination limits⁸.

Through the Recycling Industry Strategic Plan, the state government delivers actions to improve the viability of the recycling sector, including both education and funding initiatives such as:⁹

- Educating the community about recycling (Action 2.1)
- Improving collection of recycled materials (Action 2.2)
- Investing in infrastructure to ensure market readiness of recycled products (Action 2.3)

Therefore, there is merit in designing the WickED Program

⁸ Draft Goulburn Valley Waste and Resource Recovery Regional Education Strategy 2019

⁹ Recycling Industry Strategic Plan, DELWP 2018

to respond to the needs of the recycling sector by using education to lower contamination rates and help to regain community trust in recycling.

4.3 Goulburn Valley Waste and Resource Recovery (GVWRR) Regional Education Strategy 2019 – 2024

In line with the role of the GVWRRG in delivering waste and resource recovery education, member council's agreed that the region required an overarching strategy to guide, facilitate and streamline education initiatives and campaigns in order to achieve common goals. The GVWRR Regional Education Strategy (RES) will inform the region to take practical action to reduce waste, minimise its environmental impact and maximise its value. It aims to assist the community in understanding the importance of effective waste management and recovery of valuable resources.

The goals of the strategy are to:

1. Implement the five-year Regional Education Strategy and its action plan, as a practical collaboration between GVWRRG and its partner councils and deliver on its objectives.
2. Identify and build working partnerships with external organisations (including Victorian Government) to share and leverage additional resources, material, knowledge and capabilities in the delivery of the Regional Education Strategy.
3. Demonstrably build the GVWRRG's and its partner council's capabilities in waste education and support the authorisation to deliver waste education beyond the five-year strategy.

The WickED Program closely aligns with the objectives of the RES and its delivery timeline. Council will act as a key partner in delivering the actions and will work closely with the GVWRRG and councils in the Goulburn Valley region to achieve the desired outcomes.

4.4 Campaspe Shire Council – Resource Recovery and Waste Management Strategy 2018-2023

The purpose of council's Resource Recovery and Waste Management Strategy is to provide guidance and direction to council, to inform the community and partners about council's current status in waste and resource recovery and how council intends to respond to current and emerging issues. The action based strategy provides guidance to council for the delivery of activities that reduce waste to landfill, recover materials, ensure infrastructure and services meet best practice and ensure that processes and data collection are improved.

The objectives of the Strategy are to:

1. Provide an efficient and cost effective service
2. Minimise waste to landfill
3. Influence behaviour through the Waste and Environment Behaviour Change Program (WickED)
4. Advocate on waste and resource recovery issues that impact the community

The strategy is an overarching document that supports the notion that waste services are maximised when paired with effective education. Both the strategy and the WickED Program share common goals.

4.5 Campaspe Shire Council – Food and Garden Waste Program

The Food and Garden Waste (Give a Scrap) Program was developed in 2018 as part of the commitment Campaspe Shire Council made to reducing waste and improving environmental management within council and the community. The Food and Garden Waste (Give a Scrap) Program describes measurable actions to be undertaken by Campaspe Shire Council from October 2018 to June 2020. The key aim of the program is to reduce the amount of organic material currently ending up in landfill and educate the community on the benefits of recovering their food and garden waste.

Council decided to continue with an "opt-in" model for the food and garden waste service. The previous garden organics service for garden waste was also "opt-in". The food and garden waste service is a phased, non-compulsory service with tiered fee structures to encourage residents to choose a food and garden waste service over a three to five-year period.

Diverting food and garden waste from landfill and achieving a reduction in the creation of food waste are objectives of both the Food and Garden Waste (Give a Scrap) Program and the WickED Program. Hence, both programs complement one another in increasing community awareness and driving a reduction in organic waste sent to landfill.

5. Waste and Environmental Education Principles

The WickED Program is underpinned by two key principles: the circular economy and the waste hierarchy.



5.1 The Circular Economy

We can no longer continue to consume resources and generate waste at the current rate. We must look beyond our present "take, make and dispose" extractive industrial model (linear economy), towards the circular economy, which is restorative and regenerative by design. According to the Ellen MacArthur Foundation¹⁰, the circular economy is underpinned by a transition to renewable energy sources.

The circular model builds economic, natural, and social capital and is based on three principles:

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

The circular economy is at the heart of the Australian Government's National Waste Policy 2018¹¹ where waste is a resource that should be continually reused and recycled. The policy states that "the value of resources and embodied energy in waste are now recognised. There is an economic opportunity and growing desire to see our resources recaptured and recirculated within our economy."



Figure 4: Resource flows in Victoria's circular economy¹²

¹⁰ Ellen MacArthur Foundation 2017

¹¹ National Waste Policy, Commonwealth of Australia 2018

¹² State-wide Waste and Resource Recovery Infrastructure Plan Victoria 2018

5.2 The Waste Management Hierarchy

The simplest way to manage waste is to create less in the first place. The waste management hierarchy (or 'waste hierarchy') is a nationally and internationally accepted guide for prioritising waste management practices with the objective of achieving optimal environmental outcomes. It states that waste should be managed in order of preference: avoid, reduce, reuse, recycle or recover, and dispose of as a last resort. As such, resources dedicated towards the delivery of waste education should be prioritised in that order. Practices that align with the top of the hierarchy, as a general rule, incur lower environmental costs and involve greater resource efficiency compared to practices towards the bottom order of the hierarchy¹³.

Arguably, all strategy and policy frameworks released by the Victorian Government either explicitly make use of the waste management hierarchy, or substantially derive and orient their details in a way that mirrors the hierarchy¹⁴. Variations of the waste hierarchy often include practices such as 'recover' and 'treat', which are placed below 'recycle' and above 'dispose'. For the purposes of the WickED Program, the below waste hierarchy (Figure 5) will be applied.



Figure 5: The WickED waste management hierarchy

Avoiding waste and reducing the amount of waste generated will reduce pollution, reduce greenhouse gas emissions, reduce the pressure on our recycling infrastructure and protect our rivers and oceans. It will also curb unsustainable extraction of virgin resources¹⁵.

¹³ Draft Goulburn Valley Waste and Resource Recovery Regional Education Strategy 2019

¹⁴ ibid

¹⁵ National Waste Policy, Commonwealth of Australia 2018

6. Behaviour Change



6.1 Community Based Social Marketing (CBSM)

The cornerstone of achieving sustainability is behaviour change. The success of the WickED Program will be measured on behaviour change resulting in the achievement of the strategic objectives.

The WickED Program works to adopt Community Based Social Marketing (CBSM) as a framework set of tools to deliver changes in behaviour across the Campaspe community. CBSM is based upon research in the social sciences that demonstrates that behaviour change is often most effectively achieved through initiatives delivered at the community level that focus on removing barriers to an activity, while simultaneously enhancing the activity's benefits.

“To date, most initiatives to foster sustainable behaviour have relied primarily upon large-scale information campaigns that utilise education and/or advertising to encourage the adoption of sustainable actions. While education and advertising can be effective in creating awareness and in changing attitudes, numerous studies document that behaviour change rarely occurs as a result of simply providing information as information alone cannot address the diversity of barriers that exist for most sustainable behaviours¹⁶.”

- Doug McKenzie-Mohr, founder of Community Based Social Marketing

CBSM considers the significant amounts of funding contributed towards sustainability education programs, delivered by a range of government and non-government agencies and acknowledges the need to identify the most effective education techniques to not only raise awareness, but to bring about positive and long-lasting behaviour change.

The CBSM method is centered on the below five steps:

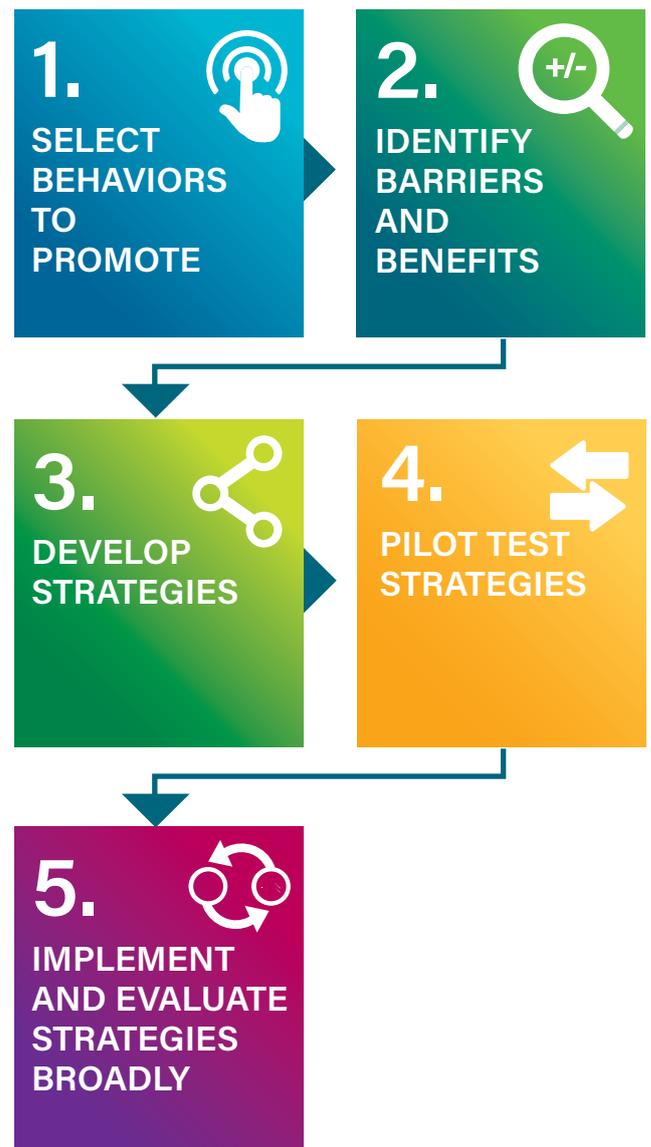


Figure 6: The CBSM process¹⁷

¹⁶ An Introduction to Community Based Social Marketing, Doug McKenzie-Mohr 2011

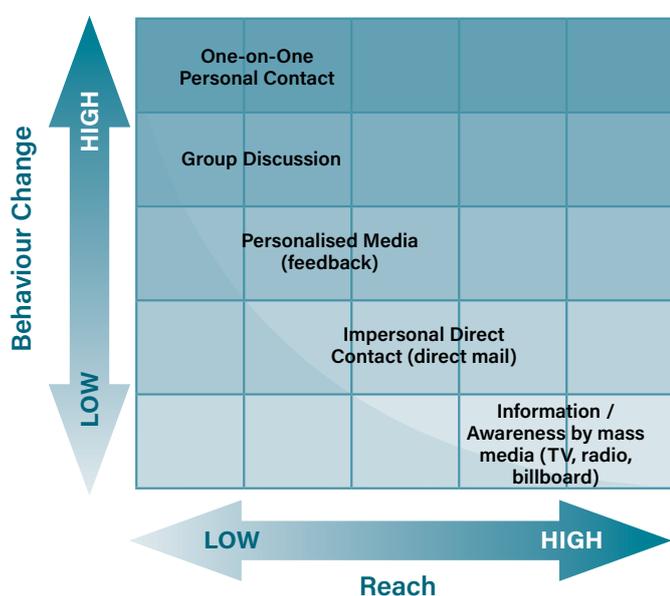
¹⁷ U.S. Department of Energy 2017

Many campaigns select a strategy (step 3) before actually identifying the behaviour in which they intend on changing (step 1). In contrast, the CBSM method identifies a specific behaviour one wants to see changed (for example, putting the right items in the recycle bin) before selecting a strategy which is presumed to be effective.

In developing a strategy (step 3), the following tools may be used: commitment; prompts; social norms; social diffusion; services or products; communication; incentives/disincentives; convenience. A summary of each of these tools can be found online at http://media.cbsm.com/uploads/1/CBSM_Overview.pdf

Examples of using these tools in the context of waste reduction are provided in Table 2 on page 24.

The below graph demonstrates the likelihood of behaviour change compared with different levels or methods for engaging a target audience.



Source: Schultz, P.W. May 2010. Social Marketing: A Community-Based Approach. Presentation prepared for the USEPA, RCC Web Academy. May 20, 2010.

Figure 2: Levels of behaviour change vs reach

Below are some general motivators and barriers that tend to apply to all target audiences¹⁸:

Motivators

- Convenience
- Simple
- Easily accessible
- Social norms
- Word association
- Aligning with individual health and wellbeing perceptions
- Perception of acceptability
- Concern for the environment
- Financial incentives
- Business cases
- Enforcement – to be utilised when education messages have failed

Barriers

- Inconvenience
- Complexity
- Not having the right information available or accessible
- Social norms
- Time
- Perception of acceptability
- Easier to stick with old habits (unwillingness to change)
- Age
- Mental health issues
- Sense of entitlement
- Laziness / apathy
- Funding / resources

The WickED Action Plan (refer to WickED Program supporting documents) was developed using the CBSM steps one to three. The behaviour change modelling is documented in the WickED Program Community Engagement Plan (refer to WickED Program supporting documents).

¹⁸ Campaspe Shire Council Food Organics Garden Organics (FOGO) Program, Community Engagement Plan 2019

Community Based Social Marketing (CBSM) Behaviour Change Strategies

Table 2: Behaviour change strategies, when to use them, and waste reduction examples¹⁹

Strategy	When to Use	Example
<p>Commitment</p> <p>A spoken or written statement of intent</p>	Use commitment when individuals already believe in the value of an action; but, due to lack of motivation, have not yet acted.	Ask households who have just received a backyard compost bin to place a sticker on the side of their recycling bin indicating that they also compost.
<p>Incentives</p> <p>Financial or status-based awards for engaging in a desired behaviour</p>	Use incentives when there are high financial barriers or the motivation to act is very low.	Charge for the use of items such as plastic shopping bags and takeaway cups, or alternatively, offer a discount for the use of BYO reusable containers or mugs.
<p>Tailored Communication</p> <p>Vivid, memorable, and culturally appropriate messaging targeted to your audience</p>	Use tailored communication when there is a lack of knowledge about your chosen behaviour and its associated benefits (or impacts) in your community.	Life magazine once portrayed our consumptive lifestyles of taking all the possessions of an American family and placing them on the front lawn of their house. Next to this picture was a picture of a family from a developing country, once again, with all of their possessions placed in front of their home. The contrast in lifestyles and the impact on the environment were blatant. Prepare a similar display for your community.
<p>Social Norms</p> <p>Informal understandings of acceptable behaviours within a community</p>	Use social norms if there is a lack of social pressure or motivation in your community. Individuals are more likely to change behaviours when their peers are perceived as already engaging in a desired behaviour.	Provide information in the foyer of an organisation regarding the percentage of staff who use reusable items to avoid single-use plastic waste.

Strategy	When to Use	Example
<p>Social Diffusion</p> <p>The process by which an idea or behaviour is spread through a social group through trusted channels</p>	Use existing, trusted networks and community leaders to overcome the lack of trust in your desired behaviour or distrust of information.	Encourage the use of reusable drink bottles or the picking up of litter at kindergartens and day care centres by having teams have their photos taken and placed under a display committing to bring reusable drink bottles and/or to pick up litter. The display serves as a reminder of their commitment, and enhances social diffusion.
<p>Prompts</p> <p>Prompts are self-explanatory visual or audible aids that can remind individuals to act</p>	Use prompts close to the time or location of the desired action to reduce forgetfulness within your community.	Place signs at the entrances to supermarkets reminding shoppers to bring their reusable shopping bags to the store. Also distribute car window stickers with the purchase of reusable bags; the stickers can be put on the window next to the car lock to remind people to bring their reusable bags to the store.
<p>Convenience</p> <p>The ability to do something with little effort or difficulty</p>	Use this strategy to make it easier or more convenient to act (e.g., remove structural barriers) if your desired behaviour is more difficult than inaction.	It is inconvenient to obtain a backyard compost bin. Delivering compost units door-to-door as was done with recycling bins addresses this barrier. When compost bins are delivered for free, participation rates can rival those for recycling programs.

¹⁹ Adapted from US Department of Energy Better Buildings Residential Network Community-Based Social Marketing Toolkit 2017 and Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing, Doug McKenzie-Mohr 2000

6.2 Public Participation: IAP2's Public Participation Spectrum

The IAP2 Federation has developed the Public Participation Spectrum to help groups define the public's role in any public participation process. The IAP2 is quickly becoming an international standard and Campaspe Shire Council is committed to capturing the input of the community and stakeholders wherever possible. This provides effective leadership and achieves the best possible outcomes for behaviour change.

Table 3: IAP2 Public Participation Spectrum

Public Participation Goals				
Inform	Consult	Involve	Collaborate	Empower
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public
Promise to the Public				
We will keep you informed	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible	We will implement what you decide

The community engagement methods and public participation goals identified for the delivery of the WickED Program are detailed in the Community Engagement Plan (refer to WickED Program supporting documents).

7. Target Audiences

The WickED Program aims to achieve shire-wide behaviour change. In order to reach the entire community most effectively, the population has been divided into specific target audiences.



For the purposes of this program, target audiences are the receivers of messages and the groups where behaviour change is intended. The WickED Program directs educational messages towards its target audiences. Stakeholders, on the other hand (see section 8 below), are partners in delivering that message. For example, a local business such as a café might be the target audience for a food waste avoidance campaign, whereas Sustainability Victoria would be a stakeholder in designing and distributing the resources for that campaign through their Love Food Hate Waste Program. Sometimes there will be overlap, such as when a listed target audience (eg: a Neighbourhood House) for an identified action becomes a stakeholder for another identified action.

Each target audience has their own unique, though often overlapping, barriers and motivators for achieving behaviour change. As such, the actions delivered in order to meet an objective of the program may differ according to the desired audience. Specific barriers and benefits to achieving desired behaviours have been identified for each target audience in the WickED Program Community Engagement Plan (refer to WickED Program supporting documents).

Table 4 below lists the target audiences that have been identified for the purposes of the WickED Program:

Table 4: WickED Program target audiences

Target Audience	Examples
Households (urban and rural)	Property owners/householders, landlords, tenants
Businesses (SMEs)	Individual farmers, small business owners, supermarkets, tradespeople, real estate agencies, social enterprises, retail outlets, cafes, restaurants and caterers, accommodation providers
Industry	Agriculture, manufacturing, factories, allied health
The education sector	Pre-schools, day care centres, primary schools, secondary schools, training providers and TAFEs in the Shire of Campaspe or Moama.
Community groups	Committees of Management, charities and op shops, sporting clubs, non-for-profits, environmental groups, neighbourhood and community houses, clubs and societies, churches, seniors groups, charities and op shops
Council staff and contractors	Campaspe Shire Council indoor and outdoor employees, managers, volunteers and contracted employees of council
Councillors	Elected representatives of Campaspe Shire Council
Tourists	Visitors to the Shire of Campaspe or Moama including family and friends of residents
Campers	Locals and visitors to the Shire of Campaspe or Moama utilising public land for camping and recreation
Event organisers	Anyone who organises an event within the shire: council staff, Committees of Management, neighbourhood and community houses, clubs and societies, sporting clubs, non-for-profits, businesses and organisations, venue owners/managers

8. Stakeholders

Council staff will share responsibility, consult and partner with delivery partners and other stakeholders to achieve the strategic objectives of the WickED Program. Table 5 lists stakeholders and partners identified for the delivery of the WickED Program.

Table 5: WickED Program stakeholders

Primary stakeholders		
External and internal	<ul style="list-style-type: none"> ▪ Veolia ▪ Sustainability Victoria ▪ Goulburn Valley Waste and Resource Recovery Group (GVWRRG); Technical Advisory Reference Group (TARG) and Education Steering Committee ▪ Residents of Campaspe Shire Council ▪ Campaspe Shire Council Green Team ▪ Campaspe Shire Council Waste and Environment team 	Those with a vested interest in the WickED Program or who are directly involved
Secondary stakeholders		
Government agencies	<ul style="list-style-type: none"> ▪ Goulburn Valley Waste and Resource Recovery Group (GVWRRG): Board and Forum ▪ Loddon Mallee Waste and Resource Recovery Group (LMWRRG), North East Waste and Resource Recovery Group (NEWRRG), Metro Waste and Resource Recovery Group (MWRRG) and other regional WRRGs ▪ ResourceSmart Schools ▪ Environmental Protection Authority (EPA Victoria) ▪ Parks Victoria ▪ Department of Environment, Land, Water and Planning (DELWP) and other relevant state government departments ▪ Municipal Association of Victoria (MAV) and other local government associations ▪ Goulburn Broken and North Central Catchment Management Authorities (CMAs) ▪ Murray River Council (MRC) ▪ Neighbouring municipalities ▪ Murray River Group of Councils (MRGC) ▪ Regional Development Victoria (RDV) ▪ Campaspe Shire Youth Advisory Group (YAG) 'Click Campaspe' ▪ Victorian Litter Action Alliance (VLAA) 	Those who are indirectly involved but could benefit from the WickED Program in some way, or could assist in the planning or delivery of some aspects

Secondary stakeholders

Waste and resource recovery industry

- Waste Management and Resource Recovery Association of Australia (WMRR)
- Recycling haulers, re-processors and manufacturers (eg: Veolia, Biomix, etc)
- Keep Victoria Beautiful
- Clean Up Australia
- PlanetArk
- Australian Packaging Covenant Organisation (APCO)
- Tyre Stewardship Australia and other industry-led programs

Other groups, organisations, authorities and agencies

- Residents of Moama
- Boomerang Alliance
- Plastic Free Victoria Alliance
- Coliban Water
- Goulburn Valley Water
- LEAD Loddon Murray and other community leadership organisations
- Goulburn Broken Greenhouse Alliance
- Local business networks
- Universities and researchers
- Yorta Yorta Nation Aboriginal Corporation (YYNAC)
- Dja Dja Warrung Clans Aboriginal Corporation
- Taungurung Clans Aboriginal Corporation
- Indigenous groups and service providers including Njernda Aboriginal Corporation
- Echuca Moama & District Tourism

9. Consultation



Internal Stakeholder Consultation

Consultation (Internal)	
Group	Individual/s
Waste and Environment Team	Brian Holmes, Sheri Doyle, Allison McCallum
Senior Management/Executive	Kate Lemon, Paul McKenzie
Communications	Sandy Ennis, Bel Anderson, Chris Hawking
Community Engagement	Sam Campi
Events Support	Belinda Owen

External Stakeholder Consultation

Consultation (External)	
Group	Individual/s
Local Community	Online and hardcopy survey (WickED Survey) – November 2018
GVWRRG	Brad Montgomery, Darren Ritchie, Cydoni Edwards
Veolia	Stephen Elliott
ResourceSmart Schools	Ellen White

10. WickED Strategic Objectives

The strategic objectives of the WickED Program 2019-2024 are largely adopted from the objectives of the previous WickED Program.

1. Prevention of generating waste
2. Avoidance of creating food waste*
3. Increased diversion of comingled recyclable material from the waste stream
4. Increased diversion of organic material from the waste stream
5. Increased recovery of resources from the waste stream (non-comingled)
6. Reduced contamination of recyclable and organic material
7. Reduced litter on council owned and managed land
8. Reduced illegal dumping on council owned and managed land or where community benefits can be demonstrated

* Strategic objective 2: avoidance of creating food waste, is itemised separately to strategic objective 1: prevention of generating waste, because of the distinct differences in outcomes, barriers and behaviours related to the avoidance of food waste. For example, in the previous WickED Program, generally, the waste prevention improved, however the avoidance of creating food waste did not improve. Separating the two allows for the two objectives to be measured and evaluated separately.



11. Themes and Priority Areas

The below themes are identified as priority areas for the WickED Program due to their relevance and level of importance to waste education and behaviour change in the current climate.

Each theme is linked to at least one strategic objective in the WickED Program. External education campaigns and programs that are associated with each particular theme have also been listed, as these are existing organisations and initiatives with resources and reputable status within Victoria or Australia. Where appropriate, the WickED Program will utilise and promote these resources. A summary of the listed external education campaigns and programs can be found in Appendix A, though the list is not exhaustive. The WickED Program also has its own waste and resource recovery education resources, projects and collateral that are available to the community. These include information sheets, site tours, guides and school programs. The resources will continue to be updated, improved and expanded throughout the life of the program.



11.1 Waste Avoidance

Positioned at the top of the waste hierarchy is waste avoidance, centralised around the notion that the best way to prevent waste is to avoid producing it in the first place. The National Waste Policy (2018) describes waste avoidance as “preventing waste generation, including through design of products and changing consumer behaviour to preference durable, reusable and repairable products”. Influencing consumer choices and behaviours, related to consumption patterns, remains a key component of the WickED Program.

Avoidance reduces the need for raw materials and the need to recover, transport and process them. It also reduces pollution, reduces greenhouse gas emissions, reduces the pressure on our recycling infrastructure and protects our rivers and oceans. Using reusable items over disposable items has significant environmental benefits, particularly given the alarming rate of consumption of everyday items such as plastic water bottles, plastic bags, plastic straws and takeaway coffee cups, and consequently, the volume of unnecessary waste entering landfills. These waste items are often the result of convenience.

Many of the challenges associated with pollution, litter, hard-to-recycle materials, contamination of the kerbside recycling stream, sorting processes, volatile offshore markets and low value recyclable commodities are eliminated when waste is simply avoided in the first place. Further intensifying the issue is environmental degradation, over extraction of resources and fossil fuels, and energy consumption. All which is directly related to the manufacturing, transportation and disposal of the products we consume.

The WickED Program places significant weight on the importance of creating awareness around waste avoidance in order to lead to positive behaviour change within the community.

Relevant strategic objectives

1. Prevention of generating waste

External education campaigns and programs

- Plastic Free July
- Nude Food Day
- Plastic Bag Free Towns/ Plastic Bag Free Victoria
- Boomerang Bags
- Choose Tap
- ResourceSmart Schools
- The Last Straw



11.2 Recycling and Resource Recovery

Over the last twenty or so years, Campaspe residents have become accustomed to recycling, and understand the benefits that recycling provides to communities and the environment. Recycling has become a key service that the community uses and expects. In 2017-2018, Campaspe Shire recovered 3,941 tonnes of kerbside co-mingled recycling, accounting for 39 per cent of the total waste stream. Whilst more material is being recovered each year, there is still a large amount of recoverable material ending up in landfill.

There are many environmental, social and economic benefits to recycling, including:

- The recycling sector provides local jobs and contributes to the local economy
- Valuable resources are recovered, reducing the need for virgin materials and helping conserve future resources
- It helps reduce our reliance on landfills

From 1 January 2018, China restricted import of a range of low quality or unsorted waste materials, including plastics and paper/cardboard²⁰. This restriction, along with limited domestic recycling options and increasingly complex composite packaging materials, has presented challenges to the recycling industry. The exposure of the volatility of the recycling industry has led the community to become somewhat distrustful in the recycling process. Transparent, consistent and non-conflicting messaging and education is required to regain the community's faith in recycling. The challenge should also be seen as an opportunity to further educate the population on the impact of their consumption choices and the importance of waste avoidance.

Relevant strategic objectives

3. Increased diversion of comingled recyclable material from the waste stream
4. Increased diversion of organic material from the waste stream
5. Increased recovery of resources from the waste stream
6. Reduced contamination of recyclable and organic material

External education campaigns and programs

- Sustainability Victoria E-waste Education Campaign
- ResourceSmart Schools
- PlanetArk's Recycling Near You
- REDCycle (soft plastic recycling)
- Terracycle

²⁰ Recycling Industry Strategic Plan, DELWP 2018



11.3 Food and Garden Organic Waste

Reducing landfilled food and garden organic waste is a major waste minimisation priority for national, state and many local governments. In Campaspe, food organics is by far the largest waste category in the general waste bin, followed by garden organics. Food and garden organic waste makes up 55 per cent of the typical household residual waste bin (by weight) with food comprising 37 per cent. Diverting food organics from landfill represents a significant opportunity for councils to reduce emissions associated with waste.²¹

There are many benefits to diverting organic waste from landfill, including:

- A reduction in the generation of methane, a harmful greenhouse gas created from organic waste breaking down anaerobically in landfills
- A reduction in leachate, also caused by organic waste breaking down in landfills
- A reduction in the risk of odour and ground and surface water impacts
- Reduced reliance on landfills
- The ability to recover precious resources which can be composted and applied back to the soil to improve nutrient content and water retention for our agricultural industries

In 2018, Campaspe Shire Council introduced a food and garden waste program which allowed residents to add food scraps to their green-lid garden waste bins from 1 July 2019. The service is voluntary and available to properties within town boundaries. Households are provided with a free food scrap caddy to collect their food scraps from the kitchen and transport them to the kerbside bin.

The material collected is then taken to a commercial composting facility (Biomix in Stanhope) for processing. A comprehensive education campaign was, and continues to be, delivered by council's Environmental Projects Officer – Organics, in order to ensure that residents are aware of the service. This includes what they can and cannot place in their green bin, and what happens to their food and garden waste after it is collected.

While food waste can and should be recovered, there are strategies that can be put in place to help avoid creating much of the food waste in the first place.

Food waste in particular can be divided into avoidable and unavoidable food waste. Avoidable food waste is food and drink thrown away that was, at some point prior to disposal, edible. For example, slices of bread, apples, meat, leftover meals. Unavoidable food waste is produced from food or drink preparation that is not, and has not been, edible under normal circumstances. For example, meat bones, egg shells, pineapple skin, tea bags²². A waste audit conducted in 2015²³ determined that of the items disposed of in the general waste bin, 17 per cent was avoidable food waste and 12 per cent was unavoidable food waste.

An evaluation of the previous WickED Program determined that we are creating more food waste now than in 2013 when the WickED Program commenced.

Love Food Hate Waste is a state-wide campaign led by Sustainability Victoria. It aims to raise awareness of avoidable food waste from Victorian households. The WickED Program will adopt the Love Food Hate Waste campaign tools in conjunction with council's food and garden waste program.

²¹ Campaspe Shire Council Food Organics Gardens Organics (FOGO) Program 2019

²² Sustainability Victoria 2013

²³ Goulburn Valley General Waste Audit 2015

Relevant strategic objectives

2. Prevention of generating waste
4. Increased diversion of organic material from the waste stream
6. Reduced contamination of recyclable and organic material

External education campaigns and programs

- Love Food Hate Waste (Sustainability Victoria)
- The Back to Earth Initiative (Metropolitan Waste and Resource Recovery Group)
- ResourceSmart Schools
- Food share programs
- The Compost Revolution
- FoodWise (Do Something!)
- Stephanie Alexander Kitchen Garden Program
- Community gardens

²² Sustainability Victoria 2013

²³ Goulburn Valley General Waste Audit 2015

11.4 Single-use Plastic and Plastic Pollution

Plastic pollution is an urgent environmental problem. Globally, thousands of tonnes of plastic enter our waterways and oceans each year. It has been estimated that ocean surface waters alone could contain over 5 trillion plastic pieces, weighing over 250,000 tonnes²⁴. Over the next 20 years, plastic production is expected to double, and almost quadruple by 2050²⁵. Most marine pollution (80 per cent) comes from land-based sources²⁶, travelling down rivers and waterways before entering the ocean. This poses significant environmental challenges locally, but also opportunities for educating the public on the importance of keeping our precious rivers clean.

Plastics in the environment break up into smaller and smaller pieces over time. This means that the impacts of plastic pollution are long term, and become increasingly difficult to manage. Much of the material contributing towards pollution is single-use plastic (one third of the plastic consumed in Australia). Furthermore, changes to society's consumption patterns and increasing amounts of disposable packaging becoming available further compounds the problem. Currently, only a very small percentage of single-use plastic is recycled.

The Victorian government has committed to ban single-use, lightweight plastic shopping bags. The WickED Program will continue to:

- advocate for bans on single-use plastic, including straws, unnecessary packaging, microbeads and balloons
- partner with state and community organisations operating in this space
- implement local programs to encourage the avoidance of single-use plastic

²⁴ Reducing the Impacts of Plastic on the Victorian Environment, DELWP 2017

²⁵ ibid

²⁶ World Wildlife Fund 2019

Relevant strategic objectives

1. Prevention of generating waste
7. Reduced litter on council owned and managed land

External education campaigns and programs

- Plastic Bag Free Towns/ Plastic Bag Free Victoria
- Boomerang Bags
- PlasticWise
- Take 3
- Choose Tap
- ResourceSmart Schools
- The Last Straw
- Responsible Cafes
- Bubbles Not Balloons campaign (Zoos Victoria)
- Plastic Free July
- Tangaroa Blue Foundation
- Boomerang Alliance
- Nude Food Day
- Plastic Pollution Solutions



11.5 Litter

Litter dropped in streets travels into waterways through the stormwater system and ultimately pollutes land and aquatic environments. Litter harms animals when they consume it as food, or become entangled in it. Littered places attract more litter, while people are less likely to litter in clean areas²⁷.

Research shows that people often litter because: they are unaware; they are careless; convenience (presence of bins, or lack thereof); or that it is premeditated (knowing that it is illegal but finding it more convenient to litter and not get caught)²⁸.

The presence of litter in the Campaspe Shire is acknowledged, however the extent of litter is largely unknown due to the difficulties in obtaining litter related data. A WickED survey conducted in 2018 determined that only 53 per cent of respondents said that they knew how to report someone littering or illegally dumping their waste. Despite this, 84 per cent said they would report someone they see littering or illegally dumping their waste.

The Victorian Litter Action Alliance (VLAA) is the peak body for litter management and prevention in Victoria. The WickED Program will continue to utilise the litter prevention toolkits and other resources developed by the VLAA. In 2016-17 and 2017-18, council upgraded street litter infrastructure in all townships to encourage correct rubbish disposal in public places. Council's Resource Recovery and Waste Management Strategy (2018-2023) commits to 'seek to gain a greater understanding of the problem through the collection of data' and 'continue to address the issue through a combination of education, infrastructure and enforcement.' The WickED Program will also adopt the actions prescribed in the Goulburn Valley Regional Litter and Illegal Dumping Plan.

²⁷ Victorian Litter Action Alliance 2014

²⁸ *ibid*

Relevant strategic objectives

7. Reduced litter on council owned and managed land

External education campaigns and programs

- Take 3
- Don't Be a Tosser (NSW EPA)
- Victorian Litter Action Alliance
- Clean Up Australia Day
- Nude Food Day



11.6 Illegal Dumping

Illegal dumping is the disposal of waste larger than litter on land or in water without the correct approvals²⁹. Household rubbish such as mattresses, whitegoods, garden waste, furniture, e-waste, tyres, clothing and construction waste are all significant illegal dumping problems. Illegal dumping can harm human health and the environment, create fire risk and hazards, destroy public amenity and cost large amounts of money to clean up. In Campaspe, reports of illegal dumping are acted upon and cleaned up where they exist on council owned land. Infringements are issued where investigations can identify the offender. To date, council has not obtained data on illegal dumping instances, due to challenges with reporting and data collation. Council's Resource Recovery and Waste Management Strategy (2018-2023) commits to gaining 'a greater understanding of the problem through the collection of data.' The WickED Program will partner with the state government and neighbouring municipalities to address behaviours associated with illegal dumping.

Relevant strategic objectives

8. Reduced illegal dumping on council owned and managed land

External education campaigns and programs

- DumpIn Data (Sustainability Victoria)
- Clean Up Australia Day



²⁹ NSW EPA 2017

11.7 Reuse, Repair and the Sharing Economy

Over the years the price and quality of electronics, furniture and clothes has plummeted, leading to a throw-away culture of use and dispose³⁰. Despite being positioned towards the bottom of the waste hierarchy, recycling is often regarded as the best solution for managing waste. This is often because in Australia our systems are well set up in order to recycle and have been for many years.

Consequently, the importance of reuse (or 'upcycling') and repair is often dismissed. A key difference is that 'reuse' is anything that prolongs the life of an item, while 'recycling' involves reprocessing it into a new material, thus requiring energy and further resources. Good examples of reuse and repair include second hand shops/op shops, tool libraries, toy libraries, 'libraries of things', repair cafes, men shed's, clothes swaps and garage sales. Household behaviours embracing reuse might include reusing old jars for homemade preserves, egg cartons for seedling planters, used pieces of timber to make a piece of furniture and buying second-hand clothes. The community-based, online economy also provides an easily accessible platform for trading, buying and selling of second-hand goods.

There are many benefits to repairing, including:

- repair expertise is maintained; knowledge and skills are spread between community members and across generations
- the amount of waste sent to landfill is minimised when broken items are repaired
- the volume of raw materials and energy needed to make new products is reduced
- save money

The 'right to repair' movement is steadily gaining momentum, as is the sharing economy, which revolves around peer-to-peer distribution, sharing and reuse of excess capacity in goods and services.

“...there's an estimated £3.5 trillion [\$6.4 trillion] of idle resources out there. These are mostly assets such as parked cars and empty properties/meeting spaces, but also include vast numbers of consumer goods such as electronic items. The longer such goods remain unused, the more likely they are to become redundant. The sharing economy, however, is about tapping into opportunities to keep them in use longer³¹.”

- Maxine Perella 2015

The WickED Program will seek to create awareness about the benefits of reuse and repair, and partner with and support community organisations to deliver programs and initiatives which endeavour to achieve waste reduction, skills development and social benefits associated with reuse, repair and upcycling.

Relevant strategic objectives

1. Prevention of generating waste
3. Increased diversion of comingled recyclable material from the waste stream
5. Increased recovery of resources from the waste stream

External education campaigns and programs

- Repair Café Foundation
- Reverse Garbage
- Garage Sale Trail

³⁰ Repair and Share Guide, The Centre for Sustainable Design 2016

³¹ A Sharing Economy: Relevant for Waste? Perella 2015

11.8 Waste Wise Events

Events have the potential to generate large volumes of waste, while at the same time serve an opportunity to capture a large target audience. Events that are Waste Wise take responsibility for reducing waste generated and increasing the amount of waste recovered by a number of methods including, but not limited to:

- Minimising packaging and non-reusable items
- Having a 'no plastic bag' policy
- Using recycled and recyclable packaging
- Avoiding the use of expanded polystyrene
- Composting and worm farming
- Utilising recycling stations and encouraging their use

In 2018, council adopted a Waste Wise Events Guide. The Guide acts as a toolkit which can be used by stallholders, vendors, event organisers, council staff and venue owners who hold events within the shire.

Specifically, the Waste Wise Events Guide targets:

1. Minimising single-use plastic
2. Reducing food waste going to landfill
3. Minimising contamination of co-mingled recycling and maximising resource recovery
4. Minimising litter

Events which meet certain criteria can be awarded Waste Wise status by obtaining a one-, two- or three-star certification. As part of council's commitment to environmental sustainability, all events held on council owned or managed land are required to meet a minimum Waste Wise rating.

The WickED Program will continue to work with council staff and event organisers to encourage and enable them to achieve Waste Wise certification.

Relevant strategic objectives

1. Prevention of generating waste
2. Avoidance of creating food waste
3. Increased diversion of comingled recyclable material from the waste stream
4. Increased diversion of organic material from the waste stream
6. Reduced contamination of recyclable and organic material
7. Reduced litter on council owned and managed land

External education campaigns and programs

- Boomerang Bags
- Bubbles Not Balloons (Zoos Victoria)
- Choose Tap
- Crush a Can Collection Tank
- PlasticWise



11.9 E-waste

E-waste – or electronic waste – refers to electronic products that are no longer wanted or working, including CD players, computers, mobile phones, printers and televisions. E-waste is growing three times faster than general municipal waste in Australia, due to increased technology trends, reduced product lifespan and consumer demand for new products. Valuable materials contained in e-waste are lost when appliances, computers and other household electrical goods are sent to landfill.³²

The Victorian government introduced a ban on e-waste in landfills, effective 1 July 2019. Sustainability Victoria is working with local governments to deliver an e-waste education campaign to educate Victorians about the value of e-waste and how it can be recycled.

The WickED Program will continue to collaborate with state government and other municipalities to deliver the campaign.

Relevant strategic objectives

1. Prevention of generating waste
5. Increased recovery of resources from the waste stream

External education campaigns and programs

- E-waste education campaign: Take Your E-waste to a Better Place (Sustainability Victoria)
- MobileMuster
- PlanetArk's Recycling Near You



³² Sustainability Victoria 2019

11.10 Textiles

Globally, we now consume about 80 billion new pieces of clothing every year—400 per cent more than we were consuming just two decades ago. In Australia we send 85 per cent of the textiles we buy to landfill every year.³³ This recent phenomenon is known as fast fashion and the impact on the planet is alarming. The pressure to reduce costs and speed up production time means that environmental corners are more likely to be cut. The manufacturing process also includes the use of cheap, toxic textile dyes – with the fashion industry the second largest polluter of clean water globally after agriculture³⁴. Other concerns of the industry include a shift away from natural fibres towards ones that are made from fossil fuels (such as polyester), the presence of microfibers in clothing and their impact on the environment, and the human cost of garment workers who are often working in poor conditions overseas. These factors, combined with large-scale marketing and a desire for consumers to have the latest trends have led to a throw away culture.

The WickED Program will seek to create awareness within the community on the impact of their fashion consumption patterns, enable them to recycle and donate their unwanted clothing and partner with organisations where mutually beneficial outcomes can be achieved.

“ Buy Less, choose well and make it last ”
- Vivienne Westwood

Relevant strategic objectives

1. Prevention of generating waste
5. Increased recovery of resources from the waste stream

External education campaigns and programs

- Buy Nothing New Month
- Fashion Revolution



³³ University of Queensland 2018

³⁴ Global Fashion Agenda & The Boston Consulting Group 2017

11.11 Product Stewardship

Our current waste and resource recovery system provides little or no incentive for manufacturers, importers, distributors and consumers of products to take responsibility for the environmental impacts of products throughout their lifecycle, from design to disposal. Instead, for most municipal and regional waste and resource recovery services, ratepayers bear the cost regardless of their individual consumption choices. This is neither equitable nor efficient and certainly does not accord with the polluter-pays principle.

Product stewardship schemes offer a better alternative. In effect, the cost of recycling or recovery is built into the cost of the product. Producers may put a refundable levy on to the price of a product that consumers (or local councils and recyclers) would get back at the end of the product's life, or else the cost is embedded in the price of the product. By internalising the environmental costs involved in managing products throughout their lifecycle, producers and consumers are incentivised to use resources more efficiently.

Despite the National Product Stewardship Act being in operation since 2011, Australia still does not have any mandatory product stewardship schemes and only has one approved co-regulatory scheme (the National Television and Computer Recycling Scheme) and two accredited voluntary schemes (MobileMuster and FluoroCycle).

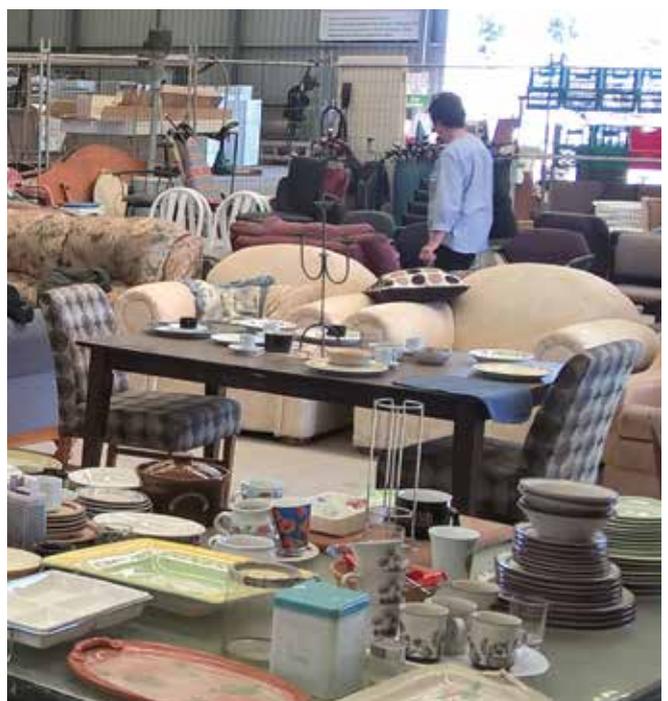
The WickED Program will continue to advocate for the introduction of mandated, co-regulated and even voluntary product stewardship schemes and will seek to educate the community on making best use of the arrangements in order to recover more resources.

Relevant strategic objectives

1. Prevention of generating waste
5. Increased recovery of resources from the waste stream

External education campaigns and programs

- MobileMuster
- FluoroCycle
- Detox Your Home
- Cartridges 4 PlanetArk
- Tyre Stewardship Australia
- Paintback
- drumMUSTER



11.12 Hazardous Waste

Sending chemicals to landfill or even pouring small amounts down stormwater drains can pollute creeks and rivers, harming plants and animals. Household chemicals can add extra fuel to a house fire and release toxic fumes. The Detox Your Home program – delivered by Sustainability Victoria in collaboration with local councils – recovers and diverts these toxic chemicals from landfill. Council does not have a permanent hazardous waste disposal program in place. The Detox Your Home program does not currently extend to the Campaspe Shire. Instead, residents are directed towards events in Bendigo or Shepparton in order to dispose of toxic household chemicals through the Detox Your Home service. However, evidence shows that residents are fairly unlikely to travel to either of these locations for household chemical disposal. Council will continue to advocate for the expansion of the Detox Your Home program to the Campaspe Shire.

Relevant strategic objectives

5. Increased recovery of resources from the waste stream
6. Reduced contamination of recyclable and organic material
8. Reduced illegal dumping on council owned and managed land

External education campaigns and programs

- Detox Your Home (Sustainability Victoria)
- ChemClear
- DrumMUSTER
- Paintback
- Asbestos disposal via EPA Victoria



12. Strategic Alignment with State-wide Waste Education Drivers



The WickED strategic objectives are listed in Table 6 below, alongside the corresponding objectives of the GVWRRG Regional Education Strategy 2019 and the Victorian Waste Education Strategy 2016.

For more information on the strategic objectives and their measurements, refer to the Evaluation Plan (WickED Program supporting documents).

Table 6: WickED Program strategic objectives and their alignment with regional and state objectives

Campaspe Shire Council WickED Program	GVWRRG Regional Education Strategy	Victorian Waste Education Strategy
And corresponding strategic objective numbers		
 <p>1. Prevention of generating waste</p>	<p>1. Build awareness and personal responsibility for waste avoidance</p> <p>4. Lead in addressing business waste</p>	<p>2. Support waste avoidance</p> <p>5. Support waste and resource recovery education for schools</p> <p>6. Strengthen Victoria's waste and resource recovery education capabilities</p>
 <p>2. Avoidance of creating food waste</p>	<p>1. Build awareness and personal responsibility for waste avoidance</p> <p>4. Lead in addressing business waste</p>	<p>2. Support waste avoidance</p> <p>5. Support waste and resource recovery education for schools</p> <p>6. Strengthen Victoria's waste and resource recovery education capabilities</p>
 <p>3. Increased diversion of comingled recyclable material from the waste stream</p>	<p>2. Maximise resource recovery and diversion from kerbside collection services</p> <p>4. Lead in addressing business waste</p>	<p>3. Improve resource recovery and reduce contamination</p> <p>5. Support waste and resource recovery education for schools</p>
 <p>4. Increased diversion of organic material from the waste stream</p>	<p>2. Maximise resource recovery and diversion from kerbside collection services</p> <p>4. Lead in addressing business waste</p>	<p>3. Improve resource recovery and reduce contamination</p> <p>5. Support waste and resource recovery education for schools</p>
 <p>5. Increased recovery of resources from the waste stream (non-comingled)</p>	<p>3. Maximise resource recovery and diversion from resource recovery centres and transfer stations</p>	<p>3. Improve resource recovery and reduce contamination</p>



Campaspe Shire Council WickED Program	GVWRRG Regional Education Strategy	Victorian Waste Education Strategy
And corresponding strategic objective numbers		
 <p>6. Reduced contamination of recyclable and organic material</p>	<p>2. Maximise resource recovery and diversion from kerbside collection services</p> <p>3. Maximise resource recovery and diversion from resource recovery centres and transfer stations</p> <p>4. Lead in addressing business waste</p>	<p>3. Improve resource recovery and reduce contamination</p> <p>5. Support waste and resource recovery education for schools</p> <p>6. Strengthen Victoria's waste and resource recovery education capabilities</p>
 <p>7. Reduced litter on council owned and managed land</p>	<p>5. Reduce litter and illegal dumping</p>	<p>4. Reduce litter and illegal dumping</p>
 <p>8. Reduced illegal dumping on council owned and managed land or where community benefits can be demonstrated</p>	<p>5. Reduce litter and illegal dumping</p>	<p>4. Reduce litter and illegal dumping</p>

13. Program Evaluation

Program evaluation is a key component of the WickED Program and its success. Details about the evaluation process can be found in the supporting Evaluation Plan.

Purpose: The purpose of the WickED Program is to foster a sustainable and engaged community that is aware of the environmental impact of their consumption and waste management behaviours, and empowered to change those behaviours to achieve better environmental outcomes.

Success statement: target audiences have an increased understanding of waste and environment issues affecting the shire of Campaspe as well as globally, and have the necessary knowledge, motivation and capacity to create long term behaviour change.

Evaluation purpose: to identify the impact of the WickED Program on the different target audiences and measure the resulting behaviour change according to the program's strategic objectives.



14. WickED Program Supporting Documentation

The following documents have been created to support the implementation of Campaspe Shire Council's WickED Program:

Action Plan 2019

For information on activities and timelines. Action plans are to be created and implemented annually

Communication Plan

For information on program communication and education activities

Community Engagement Plan

For information on engaging with stakeholders and target audiences, as well as behaviour change modelling based on a CBSM approach

Risk Assessment

For information on program risks and associated controls

Evaluation Plan

To measure the success in achieving the strategic objectives and to ensure that the program outcomes are being met

Supporting documents are available on request.



15. References

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16. Appendix A

External education campaigns and programs (listed in Section 11)

Campaign, organisation or program	Description	Wicked theme
ResourceSmart Schools	ResourceSmart Schools is a Victorian Government program that helps schools benefit from embedding sustainability in everything they do and acting on climate change. Schools work towards achieving modules on waste, water, biodiversity and energy and aim to gain star certification.	All
Nude Food Day	Nude Food Day, celebrated during the month of October, is a worldwide initiative developed to encourage kids and parents to eat well and live well, and eliminate all unnecessary packaging and wrapping that goes into schools by bringing package free ("nude") lunches to school.	Waste avoidance Single-use plastic and plastic pollution
Plastic Free July	Plastic Free July is an annual campaign where millions of people around the globe take the challenge and choose to refuse single-use plastics.	Litter
Plastic Bag Free Towns/ Plastic Bag Free Victoria	Many towns and communities across Victoria have voluntarily gone plastic bag free or have groups who are actively campaigning to ban the bag and help shoppers find reusable alternatives. Plastic Bag Free Victoria were instrumental in the introduction of the state-wide plastic bag ban.	
Boomerang Bags	Boomerang Bags is a community driven initiative tackling plastic pollution at the grassroots level. Dedicated schools, community groups, businesses and volunteers get together to make reusable 'Boomerang Bags' using upcycled materials as a means to replace plastic bags.	Waste avoidance Single-use plastic and plastic pollution
Choose Tap	Choose Tap is a broad, community-based initiative promoting tap water as the best hydration choice for the environment, people's health and their hip pocket. Choose Tap is promoted collectively by the Victorian water authorities.	Waste Wise Events
The Last Straw	The Last Straw is a campaign to reduce the use of the plastic straws in venues around Australia. The organisation aims to tackle the issue from both sides- encouraging consumers to use fewer plastic straws and encouraging businesses to give out less straws through staff training and information.	
Plasticwise	Plasticwise is a grassroots community-based movement focused on reducing waste, particularly the amount of plastic ending up in landfill and our oceans. It represents various local Plasticwise groups that support and inspire their local community to be plastic and waste wise.	
Bubbles Not Balloons campaign (Zoos Victoria) "When Balloons Fly, Seabirds Die"	The Zoos Victoria campaign encourages schools, organisations, workplaces and events to register to commit to making their next outdoor event wildlife-friendly by not releasing balloons, and instead finding fun alternatives such as blowing bubbles.	

Campaign, organisation or program	Description	WickED theme
PlanetArk's Recycling Near You	Planet Ark launched the RecyclingNearYou.com.au website so that visitors can find out about what they can and can't recycle in their household recycling services. Visitors can also search for drop-off locations to recycle a wide range of items.	Recycling and resource recovery
REDCycle (soft plastic recycling)	The REDcycle Program, run by RED Group in Melbourne, is a recovery initiative for post-consumer soft plastic. REDcycle bins are available at Coles and Woolworths supermarkets for residents to dispose of their household soft plastic, which is then recycled by Replas.	
TerraCycle	TerraCycle is an innovative recycling company that specialises in recycling hard-to-recycle waste, such as toothpaste tubes and stationery. TerraCycle offers free recycling programs funded by brands, manufacturers and retailers as well as fee-for-service arrangements.	
Love Food Hate Waste (Sustainability Victoria)	Love Food Hate Waste aims to raise awareness of avoidable food waste from Victorian households and reduce the amount of food waste being thrown away. The campaign is an initiative of the Victorian Government and delivered by Sustainability Victoria.	Food and garden organic waste
The Back to Earth Initiative (Metropolitan Waste and Resource Recovery Group)	The Back to Earth Initiative is run by the Metropolitan Waste and Resource Recovery Group (MWRRG) in partnership with multiple metropolitan and regional councils in Victoria, to support the successful operation of organics processing facilities. The Back to Earth Initiative shows us that what we put into our green waste bins can become a useful resource to nourish gardens and farms.	
The Compost Revolution	The Compost Revolution is a platform which inspires, educates and equips households so they can recover their food waste by home composting and worm farming.	
FoodWise (Do Something!)	'FoodWise' is DoSomething's national campaign to reduce the environmental impact of Australia's food consumption. They want Australians to become more educated and informed about the food that they eat. Their website provides practical advice and information on buying seasonally and locally, eating sustainably and creating less food waste.	
Stephanie Alexander Kitchen Garden Program	The Stephanie Alexander Kitchen Garden Foundation provides educational resources, professional development, support and inspiration for educators to deliver pleasurable food education to children in Australia. Children create positive food habits through fun, hands-on learning including planting, harvesting and cooking.	

Campaign, organisation or program	Description	Wicked theme
Take 3	Take 3's message is simple, take 3 pieces of rubbish with you when you leave the beach, waterway or...anywhere, and you have made a difference. Take 3 has built a global movement of people through education that inspires participation.	Single-use plastic and plastic pollution Litter
Responsible Cafes	Responsible Cafes is an initiative encouraging cafes to incentivise customers to bring their own reusable coffee cups when purchasing takeaway coffee by providing a discount on their coffee. Cafes register to become a 'Responsible Café' and promote this to their customers.	Waste avoidance Single-use plastic and plastic pollution
Tangaroa Blue Foundation	Tangaroa Blue Foundation is an Australia-wide not-for-profit organisation dedicated to the removal and prevention of marine debris: one of the major environmental issues worldwide. They created the Australian Marine Debris Initiative (AMDI) and Database and work on solutions to stop the flow of litter at the source.	Single-use plastic and plastic pollution
Boomerang Alliance	The Boomerang Alliance is an alliance of all sorts of Australian environmental groups – from surfers to recyclers, to clean up and neighbourhood groups - to give local communities power to stem the massive waste of discarded resources polluting playgrounds, parks, rivers and beaches. The organisation has actively campaigned on issues including the plastic bag ban and container deposit scheme.	
Plastic Pollution Solutions	Plastic Pollution Solutions is a traveling social enterprise that provides highly engaging presentations, events and activities about the impact of plastic pollution on our environment. It is their aim to educate students and the community about the problem and its causes and guide them in being part of the solution through their educational program and ongoing projects that focus on litter and single-use, plastic reduction.	
Don't Be a Tosser (NSW EPA)	NSW EPA's Don't be a Tosser campaign involves a conversation with the community about litter. It builds on the Hey Tosser! approach from calling people out as tossers and moves the conversation to the individuals own responsibility for their litter.	Litter
Victorian Litter Action Alliance (VLAA)	The Victorian Litter Action Alliance (VLAA) is the peak body for litter management and prevention in Victoria. VLAA provides a coordinated approach to preventing litter across state and local government, industry and community sectors. VLAA provides a state-wide forum for communicating activities and identifying priorities, as well as providing toolkits and resources for litter prevention and data monitoring.	
Clean Up Australia Day	Clean Up Australia inspires and empowers communities to clean up, fix up and conserve our environment. The focus is as much on preventing rubbish entering our environment as it is removing what has already accumulated, with issues-based campaigns making every day a Clean Up Day.	

Campaign, organisation or program	Description	WickED theme
DumplnData (Sustainability Victoria)	DumplnData was created by Sustainability Victoria and the Victorian Litter Action Alliance to support Victorian land managers (for example Victorian councils, Parks Victoria, DELWP) to collect, manage and share illegal dumping data – it is not a public reporting tool.	Illegal dumping
Repair Café Foundation	Repair Cafés are free meeting places and they're all about repairing things (together). They provide tools and materials to help visitors make the repairs on broken items they have bought from home, such as clothing, electrical appliances, furniture and bikes, by learning from local volunteer experts or 'fixers'. Repair Cafes can be registered through the Repair Café Foundation.	Reuse, repair and the sharing economy
Reverse Garbage	Reverse Garbage is an internationally recognised environmental co-operative committed to promoting sustainability through the reuse of waste materials. They accept donations from businesses and individuals of items that would otherwise end up in landfill and renew their value by making them available for reuse by families, students, artists and community groups.	
Garage Sale Trail	Garage Sale Trail is one big weekend of garage sales that happens right across Australia on a weekend during October. It's an idea to help encourage reuse, reduce waste and minimise our impact on the environment.	
Crush a Can Collection Tank	Echuca Moama Community Projects run the Crush A Can for Your Community initiative that helps the local community to recycle aluminium cans which are collected at dedicated locations and crushed. Proceeds made from the cans are contributed towards funding other community projects.	Waste Wise Events
E-waste education campaign: Take Your E-waste to a Better Place (Sustainability Victoria)	On 1 July 2019 the Victorian banned e-waste from going to landfill, meaning it must be recycled. Sustainability Victoria developed resources for local councils, businesses and community groups to support the 'Take Your E-Waste to a Better Place' campaign.	E-waste Recycling and resource recovery
MobileMuster	MobileMuster is the product stewardship program of the mobile phone industry and is accredited by the federal government. It is voluntarily funded by all the major handset manufacturers and network carriers to provide a free mobile phone recycling program in Australia.	E-waste Product stewardship
Buy Nothing New Month	Buy Nothing New Month is the global movement for collective, conscientious consumption. It's a one month challenge to buy nothing new (with the exception of essentials like food, hygiene and medicines).	Waste avoidance Textiles
Fashion Revolution	Fashion Revolution is a global movement that runs all year long. They celebrate fashion as a positive influence while also scrutinising industry practices and raising awareness of the fashion industry's most pressing issues. They encourage collaboration across the whole value chain – from farmer to consumer – to create a more ethical and sustainable future for fashion.	

Campaign, organisation or program	Description	Wicked theme
FlouroCycle	FlouroCycle is a scheme that aims to increase the recycling of lamps that contain mercury and reduce the amount of mercury entering the environment. To achieve this, FlouroCycle provides a national, voluntary scheme which businesses, government agencies and other organisations can join as signatories.	Product stewardship
Cartridges 4 PlanetArk	Planet Ark joined with Close the Loop® and participating manufacturers to set up the Cartridges 4 Planet Ark program. The program collects and returns cartridges for remanufacturing and recycling - therefore keeping them out of landfill.	
Tyre Stewardship Australia	Tyre Stewardship Australia was formed to implement the national Tyre Product Stewardship Scheme to promote the development of viable markets for end-of-life tyres.	
Detox Your Home (Sustainability Victoria)	The Detox Your Home program – delivered by Sustainability Victoria in collaboration with local councils – recovers and diverts toxic household chemicals from landfill by providing a collection program for households.	Product stewardship Hazardous waste
Paintback	Paintback is an industry-led initiative designed to divert unwanted paint and packaging from ending up in landfill and vital waterways. The initiative is funded through a levy on eligible paint products.	
drumMUSTER	drumMUSTER (along with ChemClear) is a voluntary program of AgStewardship Australia Limited and provides an environmentally-friendly way of disposing of empty farm chemical containers across rural Australia. drumMUSTER is funded by levies as part of a stewardship program for Australia's agriculture sector.	
ChemClear	ChemClear is Australia's only Extended Producer Responsibility (EPR) program operating for agvet chemicals. It is funded by the levy that also supports drumMUSTER.	
Asbestos disposal via EPA Victoria	EPA Victoria has generated a list of Victorian landfills licensed to receive asbestos to assist in identifying the closest disposal option. Their website contains information regarding the correct disposal of asbestos.	Hazardous waste



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